

# MORE IN JEWELRY FOR YOUR MONEY NOW THAN FORMERLY

Jewelry is fond of pointing out and with little fear of contradiction that jewelry has been as little affected by the advancing tendency of the cost of living as almost any article of a similar nature.

Diamonds, they admit, have risen to higher prices than ever before, but diamonds, they say, are comparatively very small part of the subject. Hundreds of thousands of people—men, women and children—buy and wear jewelry, both of the ornamental and useful kinds, who never attain to the distinction of owning a diamond, and the value of price of jewelry, on times more and not better than other hundreds of thousands to whom the article anyway is not of reach.

Not is the argument of jewelry re-

**Tendency of Times to Higher Prices Counteracted in This Trade by Modern Machinery—More Expensive Articles, However, Demanded**

of jewelry than previously, as well as for a far greater assortment for each individual. To-day there consequently exists family collections of jewelry alone that exceed in value whole fortunes of the wealthiest of old days.

Persons in the period of this nation's life that may best be selected for comparison or contrast in this respect with the present day were satisfied that they were approximating extravagance, if not crossing the line, when they paid thousands of dollars for a piece of jewelry, where now there is

indeed, presents any questioning of the statement that the purchaser of jewelry gets more for his money now than in the past. Descending into the realm of the jewelry of more moderate cost, he points out that here, too, the expenditure of to-day is due, not only to the changed disposition, influenced by the fashions, but also to the greater ability of the wearers laboriously to own more jewelry than formerly.

And lower down the scale, down, down, down to the grade wherein the marvel of modern merchandising, the 5 and 10 cent store, reveals, there is said to be hardly any ground for comparison. While modern American machinery and ingenuity in various other ways have revolutionized the manufacture of jewelry of even the highest grades, lathes, stampers, dies and what not cutting expeditiously and faultlessly what once was done laboriously and tediously by hand, yet it is in this field of the business, namely, the cheapest grades, that it has played the most wonderful part. Indeed, in this respect, a new industry may be said to have been created, with the New England States, Rhode Island and Massachusetts preeminent among them, leading the country as its most thriving habitat. It is extensively carried on in New York, Brooklyn, Newark and other places hereabouts also, and collectively has placed the United States in a position to lay tribute on every country in the world for cheap jewelry.

The counterpart of this article—this very cheap jewelry—in the past consisted of foreign gewgaws that were as inferior in every way as can be imagined. Those gewgaws were only a step or so removed from the beads and similar worthless trinkets with which the Indian used to be beguiled into parting with his choice furs and other valuables by the shrewd traders of old. They recommended themselves practically only to children and the simplest of the

very poor people and the demand for them therefore was not considerable, while to-day there are many kinds of 5 and 10 cent store jewelry that find acceptance, except for durability of course, with the better classes of people and have a secure standing in trade as commodities.

As in the case of this very cheap jewelry, so with the medium grades and other grades fairly well up in the scale, machinery that was not known, if even dreamed of, fifty years ago, and factory systems that make for economic production and distribution, immense quantities, moreover, appreciatively reducing the cost per unit, are large parts of the cause of the price of jewelry as a general thing having been kept down as well as it has been done, while almost everything else has been going up and up in price almost without limit, if they are not doing so still.

Formerly, moreover, gold and silver were used clumsily and therefore to excess. That is, too much metal was employed, making the intrinsic cost of the individual piece unnecessarily high. Yet far more gold and silver are used in the arts to-day than formerly, for while the individual piece is manufactured more economically as to weight of metal, and that too without any loss of strength, durability or appearance, yet the number of them is infinitely greater, due both to more widespread use of jewelry as well as increased population. Moreover, the rolled gold method, which employs a base metal between two waterlike sheets of gold, that has contributed more than any other thing to the extraordinary present day extension of the use of gold jewelry, must be taken into account. This is as much gold jewelry, though never called anything else than rolled gold, as the hollow style construction, gold jewelry of the past that used to be filled with shell, solder, lead or the like. The difference really is only that the old style used heavier shell, or thicker gold, than is used in the rolled gold process.



Pearls and sardonyx cameos worn with a lace draped evening gown.

being the influence of the times to higher prices answered, it is held, by the fact that far greater sums of money are spent for jewelry nowadays than in any previous age. Once the wearing of jewelry was confined only to the rich, but now it is almost as universal as the wearing of hats and shoes. That for one thing, makes for far more money being spent now for jewelry than formerly, and not because it costs more. Competition, moreover, resulting from multiplication of great fortunes created a demand that shows no sign of lessening for more and more expensive pieces

not hesitation in purchasing articles costing hundreds of thousands of dollars. It is not that the same article of half a century ago that sold for thousands of dollars then is worth hundreds of thousands now. It is, instead, the jewellers say, because a far more elaborate, a far more expensive article is demanded now, calling for far more artistic designing, far more skilled workmanship, far more diamonds and other precious stones and of a more precious metal than gold, namely, platinum, all of which greatly increases the cost of the article.

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As to the chances of loss being reduced to a minimum by platinum it has been found from a chain of alternating links of gold and platinum that a few years sufficed to wear the gold links through, while the platinum links to all appearances remained as perfect as when first received.

As to display the experts hold that the peculiar properties of platinum are eminently adapted to bring out the snap and fire that are the life of the diamond. These should not be counteracted, or hindered in any way, they say, and that it is the best mounting, therefore, which aids them and thus guarantees their best effects.

Platinum, moreover, is a non-tarnishing metal. It is not affected by atmospheric conditions and holds its whiteness for all time. Not even high quality gold, of course, is non-tarnish-

ing. The platinum mounted gems are ever ready for the wearer, requiring little if any special cleaning month in and month out, while gold takes on a sorry looking color after being worn only a short time. A study of the light refracting qualities of the diamond shows that the color of the mounting at the girdle of the stone, where metal and gem come in contact, determines very appreciably what the prevailing hue of the diamond will be. The white of the platinum contact stimulates the native brilliance of the diamond, the yellow of the gold tinges it with its own hue and dulls it. Moreover, so the argument continues, the white of the platinum helps to soften when it does not overcome the yellowness of an inferior diamond, while the yellowness of gold serves to intensify the inferior diamond's poor shading.

Platinum of course would not be more expensive than gold if it did not have superior qualities, and suitability for diamond mountings is one of them, just as gold is not so much more expensive than silver without very good reasons, and so on down the long line of course. But the setting need not be all platinum. There is what is called the platinum tipped setting, which reduces the cost of platinum setting considerably without sacrifice of any of the advantages. This result is produced by bonding and soldering a piece of platinum on the ends of the prongs in such a way as to insure permanency of the platinum, as well as give the stone the proper color influence where most needed; namely, at the girdle or point of contact.



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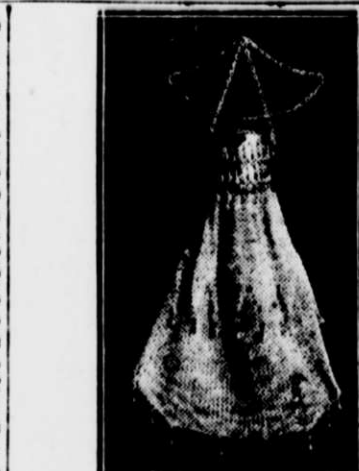
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**Jewelry Trade Expects Active Holiday Business**  
Prediction is freely made that no holiday season has ever been so bright as the one now before us. The jewelry trade is making new are said to be almost unprecedented in its history. Such improvement as is now going on, it is declared, being greater than at least the younger generation of jewelers ever before witnessed. The optimists in the business go even farther than this and hold that the challenge can be made at the present time. These say that the industry has been going ahead for many months now at a rate that has carried it to a point where it can boast as firm a foundation for lasting prosperity as can be imagined. The evidence, they add, are to be seen on every hand—in government trade statistics, in commercial agency reports of conditions or in crowded shops and stores and busy factories.  
Just as it is benefiting now with so many other trades from the prevailing prosperity, however, so it suffered with them, when a blight was cast over the entire country last year by the beginning of the European war. Such a depression then ensued as to discourage some of the strongest in the trade. But the spring of 1915 saw the end of that depression and the turning point as well and ever since then business has been increasing by leaps and bounds. There was to let-up even during the summer, a period of the year when almost all such lines usually stop for a moonlight spell.  
An unusually bright season, moreover, is expected by the jewelers. With prosperity not only general but pronounced, and everybody, therefore, having found spending money, retailers of jewelry of all kinds have been induced to stock up heavily in expectation of a more widespread and brisker demand for Christmas presents in their line than ever before. The manufacturers and wholesalers, therefore, are as busy as can be, not a few of them having such a demand for their wares that they are almost sure there is not time enough for them to fill all the orders in hand and that are offering. It is said in the trade that such variety and quantities will be displayed in the stores throughout the country this Christmas as were never before seen before. Practically all of it, moreover, will be American manufacture from European countries, the chief competitors of the United States in the jewelry line, having been able to secure little business for the Christmas trade this year and therefore contributing very little to the jewelry trade for the coming Christmas.  
Moreover, hardly a Christmas jewelry store displays in other countries that will not contain American jewelry. With its greater or lesser quantities in its assortment, it is a fact that American jewelry is now being sold in the jewelry stores of every country in the world.